I live in the D.C. area and having this service is vital. As you already must know, traffic and weather is a must and knowing about it in a timely matter is essential. The free radio stations offer traffic and weather after you have to listen to all the normal hype of the morning shows and their celebrities. A person should not have to wait until the top or the bottom of the hour for something that they need at that particular moment. Taking aware this particular component of the service will be wrong for everyone. First, the subscribers of XM Radio would have to sit and wait for the free radio stations to get around to broadcasting what they need and secondly, the aspect of competition would be eliminated by you. The free radio stations have had it their way for a long time with no competition. They did the things the same way for years. Its times for a change and that change is now, XM Radio.